



THE MARKETING MEMO

November 2006

Marketing Branch

Division of Marketing Services

California Department of Food and Agriculture

1220 N St., Sacramento, CA 95814

(916) 341-6005 Fax: (916) 341-6826

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PROGRAM ISSUES

REFERENDUM TO CONSIDER MAJOR AMENDMENTS TO THE PLUM MARKETING PROGRAM EXTENDED:

On August 31 the Department held a public hearing to receive industry input regarding proposed major amendments to the California Plum Marketing Program. Based on testimony received at the hearing, the Marketing Branch issued on October 24 a 30-day referendum for the California plum industry to consider said amendments. As with all referenda held pursuant to the provisions of the Marketing Act, in order for the referendum to be valid at least 40% of the eligible growers must vote.

In view of a relatively low voter turnout, as allowed by the Act, the industry has requested and the Marketing Branch has granted, a 15-day one-time referendum extension. Duplicate ballots are being mailed to all the growers who have not yet voted. The new deadline to participate in the referendum is December 7.

If you have any questions please contact Kathy Díaz-Cretu at the Marketing Branch.

CALIFORNIA TREE FRUIT AGREEMENT HIRES NEW MANAGER - SHERI MIERAU TO REPLACE BLAIR RICHARDSON:

Blair Richardson, President of the California Tree Fruit Agreement has asked the CTFA to accept his resignation effective December 31, 2007. In view of Mr. Richardson's upcoming departure the CTFA has decided to appoint, effective January 1, 2007, Ms. Sheri Mierau, that entity's current Marketing Director, as the CTFA's new President.

The CTFA is an instrumentality of the USDA. It currently manages the federal Nectarine and Peach marketing orders, as well as the State Plum and Tree Fruit marketing orders.

ADMINISTRATIVE ISSUES

MEETING NOTICES FOR ALL PROGRAMS TO BE POSTED ON MARKETING BRANCH WEBSITE:

Our newly designed Marketing Branch website is up and running. One of the new features on the site is meeting notices for all programs are being posted. In order to facilitate this change, we are requesting that all programs, in addition to mailing meeting notices to their Marketing Branch liaison, also email them to Ramiro Casillas rcasillas@cdfa.ca.gov & Kim Jagelka kjagelka@cdfa.ca.gov at the Branch.

TABLE OF DUE DATES:

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at 916-341-6005 if you have any questions.

TABLE OF DUE DATES		
Item	Applies To:	Due Date
Quarterly Contract Report	Marketing Orders, Agreements and Councils	Qtr 3, 2006 Was Due: October 31, 2006 (July – September 2006) Qtr 4, 2006 Due: January 31, 2007 (October-December 2006)
Ethics Training	Marketing Orders, Agreements and Councils	Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none"> • New members: within six months of assuming their position. • Continuing members: every two calendar years. Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to Beth Jensen of the Marketing Branch
Member Lists	Marketing Orders, Agreements, Councils, and Commissions	As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.
Financial Audits	Marketing Orders, Agreements and Councils	Three copies due to Branch 30 days after completion.

GENERAL INFORMATION**MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:**

We routinely include notices of job openings with California marketing programs and other agricultural organizations in the Marketing Memo. Please contact Beth Jensen at 916-341-6005, or via e-mail at bjensen@cdfa.ca.gov to include information in this section.

MARKET ENFORCEMENT ADVISORY:

Attached is the Market Enforcement Advisory Notice for October 2006. If you have questions regarding the notice, please contact the CDFA Market Enforcement Branch at 916-341-6276.

PEST DETECTION ADVISORY

Attached is the Pest Detection Advisory of current pests affecting California agricultural products. If you have questions regarding this listing, please contact the CDFA Pest Detection Branch at 916-654-1211.